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PRESS RELEASE

FOR IMMEDIATE RELEASE:

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**DRUG FREE ROCKFORD WARNS PARENTS OF ALCOHOL PRODUCT
THAT MAY APPEAL TO YOUTH**

ROCKFORD - Drug Free Rockford would like to make parents and community members aware of a sugary, high-alcohol drink that may appeal to youth. Blast, by Colt 45 (Pabst Brewing Company) is a product that contains a high level of alcohol (12%), and is packaged in single, 23-ounce cans. The brightly-colored product with flavors such as blueberry pomegranate, strawberry lemonade, grape and raspberry watermelon are targeted towards younger consumers. The rapper Snoop Dogg promotes the drink-which has been nicknamed "binge in a can" on Internet ads.

Illinois Attorney General Lisa Madigan is urging Pabst Brewing Company to decrease the alcohol content of its new flavored malt beverage. "Alcohol abuse among young people is a serious and alarming epidemic," Madigan said in a news release. "A product like this only serves to glamorize alcohol abuse and promote binge drinking, threatening the safety of those consuming it."

A 2010 Illinois Youth Survey Reported that in Rockford, 39% of 12th graders reported using alcohol in the past 30 days. Additionally, 20% of 12th graders reported driving a car or other vehicle while drinking alcohol. Furthermore, 26% of

12th graders have reported "binge" drinking in the past two weeks.

According to the 2010 National Survey on Drug Use and Health, about 10.0 million Americans between ages 12-20 report current alcohol consumption; this represents about 26% of this age group for whom alcohol use is illegal.



Drug Free Rockford is funded in part or whole by the Illinois Department of Human Services and is part of the Human Services Department within the City of Rockford. Questions regarding this release should be directed to Christopher Greenwood, Community Health and Prevention Coordinator in the City of Rockford Human Services Department at 815-967-4039.

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